

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Previously Presented) A method for developing a long-term financial plan using a financial modeling and counseling system accessible over a wide area network such as the Internet, comprising:

projecting expected yearly income for a period of time based on user-provided historical financial information and external market data, said historical financial information relating to user income and expenses, and said external market data including at least one of interest rates and inflation rates;

projecting expected yearly expenses for said period of time based on the user-provided historical financial information and the external market data;

providing investment coaching over the wide area network for any projected surplus of income over expenses, said investment coaching including investment advice, tax advice, product recommendations, and additional information for recommended products;

providing financial coaching over the wide area network for any projected deficit of income over expenses, said financial coaching including tax advice, business funding advice, spending advice, and investment portfolio balancing advice;

wherein the investment coaching and financial coaching are each directly provided to a user through a customized automated coaching interface, and are each directly provided to the user through customized independent counseling from a live advisor; and

wherein access to the customized automated coaching interface and independent live advisor counseling is provided over the wide area network according to a user-selected service level agreement selected from a plurality of available unique service level agreements, wherein each of the available unique service level agreements includes a unique combination of amounts of accessible customized automated coaching, customized live advisor counseling, and the external market data.

2. (Previously Presented) The method of the claim 1 wherein user income and expense history resident on external databases can be accessed by the model.

3. (Previously Presented) The method of claim 1 wherein the user can introduce risk events into the model and perform a risk analysis based on the combination of the risk events, the expected yearly income, and the expected yearly expenses.

4. (Original) The method of claim 3 wherein the risk event includes at least one of: job loss, disability, casualty, market downturn, divorce, theft, fire, collision.

5. (Original) The method of claim 1 wherein the model predicts and highlights potential cash flow surplus and cash flow shortage for the user.

6-7. (Canceled)

8. (Original) The method of claim 1 wherein the financial model displays the aggregate cash flow in the form of a timeline over a defined period of time.

9. (Original) The method of claim 8 wherein each annual point of said timeline can be interactively dragged up and down on its vertical axis.

10. (Original) The method of claim 9 the financial model recalculates the aggregated cash flow based on the new positions of said annual points.

11. (Previously Presented) A system for developing a long term financial plan comprising:

a user computer system coupled to a wide area network such as the Internet;

a financial model generator coupled to said wide area network for projecting yearly user income and user expenses based on user-provided historical financial information and external market data for a plurality of years, said historical financial information relating to user income and expenses, and said external market data including at least one of interest rates and inflation rates;

a financial counseling server coupled to said wide area network for dispensing investment coaching for any projected surplus of income over expenses, said investment coaching including investment advice, tax advice, product recommendations, and additional information for recommended products, and dispensing financial coaching related to a projected user cash flow over said plurality of

years, said financial coaching including tax advice, business funding advice, spending advice, and investment portfolio balancing advice;

wherein the investment coaching and financial coaching are each directly provided to a user through a customized automated coaching interface, and are each directly provided to the user through customized independent counseling from a live advisor; and

wherein access to the customized automated coaching and independent live advisor counseling is provided over the wide area network according to a user-selected service level agreement selected from a plurality of available unique service level agreements, wherein each of the available unique service level agreements includes a unique combination of amounts of accessible customized automated coaching, customized live advisor counseling, and the external market data.

12. (Previously Presented) The system of claim 11 wherein user income and expense history resident on external databases can be accessed by the financial model generator through the wide area network.

13. (Previously Presented) The system of claim 11 further comprising a risk generator for introducing risk events into the financial model to perform a risk analysis based on the combination of the risk events, the projected yearly user income, and the projected yearly user expenses.

14. (Original) The system of claim 13 wherein the risk event includes at least one of: job loss, disability, casualty, market downturn, divorce, theft, fire, collision.

15. (Original) The system of claim 11 wherein the financial model generator predicts and highlights potential cash flow surplus and cash flow shortage.

16-17. (Canceled)

18. (Original) The financial model generator of claim 11 wherein the financial model displays the aggregate cash flow in the form of a timeline over a defined period of time.

19. (Original) The system of claim 11 wherein each annual point of said timeline can be interactively dragged up and down on its vertical axis.

20. (Previously Presented) A computer program embodied on a computer readable medium for developing a long term financial plan using a financial modeling and counseling system, accessible over a wide area network such as the Internet, comprising:

code for projecting expected yearly income for a period of time based on user-provided historical financial information and external market data, said historical financial information relating to user income and expenses, and said external market data including at least one of interest rates and inflation rates;

code for projecting expected yearly expenses for said period of time based on the user-provided historical financial information and the external market data;

code for providing investment coaching over the wide area network for any projected surplus of income over expenses, said investment coaching including investment advice, tax advice, product recommendations, and additional information for recommended products; and

code for providing financial coaching over the wide area network for any projected deficit of income over expenses, said financial coaching including tax advice, business funding advice, spending advice, and investment portfolio balancing advice;

wherein the investment coaching and financial coaching are each directly provided to a user through a customized automated coaching interface, and are each directly provided to the user through customized independent counseling from a live advisor; and

wherein access to the customized automated coaching and independent live advisor counseling is provided over the wide area network according to a user-selected service level agreement selected from a plurality of available unique service level agreements, wherein each of the available unique service level agreements includes a unique combination of amounts of accessible customized automated coaching, customized live advisor counseling, and the external market data.

21. (Previously Presented) The computer program embodied on a computer readable medium of claim 20 further comprising code for accessing user income and expense history resident on external databases.

22. (Previously Presented) The computer program embodied on a computer readable medium of claim 20 further comprising a code segment for introducing risk events into the model and performing risk analysis based on the combination of the risk events, the expected yearly income, and the expected yearly expenses.

23. (Original) The computer program embodied on a computer readable medium of claim 22 wherein the risk event includes at least one of: job loss, disability, casualty, market downturn, divorce, theft, fire, collision.

24. (Original) The computer program embodied on a computer readable medium of claim 20 further comprising a code segment for predicting and highlighting potential cash flow surplus and cash flow shortage for the user.

25-26. (Canceled)

27. (Original) The computer program embodied on a computer readable medium of claim 20 further comprising a code segment for displaying the aggregated cash flow in the form of a timeline over a defined period of time.

28. (Original) The computer program embodied on a computer readable medium of claim 27 further comprising a code segment dragging up and down each annual point of said timeline interactively on its axis.

29. (Original) The computer program embodied on a computer readable medium of claim 28 further comprising a code segment for recalculating the aggregated cash flow based on the new positions of said annual points.

30. (New) An electronic system adapted to generate a long-term financial plan, the electronic system comprising:

an input module that receives (1) revenue information related to a user, the revenue information including at least one of salary, investment, pension, alimony, or disability, (2) expense information related to the user, the expense information including at least one of housing, transportation, education, or health care, (3) historical financial information, the historical financial information including at least one of a transaction history, product or purchase history, and demographic information about the user, and (4) market information, the market information including at least one of historical price data on securities, banking and portfolio data, closing numbers for market indices, and individual stock securities pricing information;

a risk module that receives a risk event selected by the user, the risk event including at least one of joblessness, disability, fatality, market downturn, portfolio downturn, divorce, fire, theft, and collision;

an automatic coaching module that (1) receives the revenue information, expense information, historical financial information, and market information, and (2) generates financial advice based on the received revenue information, expense information, historical financial information, and market information; and
an output module that outputs signals representing the financial advice.

31. (New) The electronic system of claim 29, further comprising a recommended financial products module providing a recommended product based on the generated financial advice.

32. (New) The electronic system of claim 30, wherein the recommended financial products module includes an information module that displays information related to the recommended product when the recommended product is selected by the user.

33. (New) The electronic system of claim 29, further comprising:
a ranking module that receives a rank for each expense of the user;
a shortfall determination module that (1) calculates one or more shortfall periods, and (2) determines whether there is a surplus or a deficit of funds before each shortfall period; and
a surplus funds investment module that invests the surplus funds before each shortfall period based on whether the shortfall period is associated with the expenses of the user and the rank for each expense,

wherein the automated coaching module determines whether the shortfall
has been eliminated or reduced by the investment of the surplus funds.